

a means for calculating relevancy coefficients based on said recorded user ratings and said user profile record;

a means for grouping said search result; and,

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a means for recalculating of said relevancy coefficients based on said grouping of said results.

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### REMARKS

This Amendment is submitted under the provisions of 37 C.F.R. sec., 1.111 and is responsive to the Official Office Action dated February 04, 2002. The said Office Action, including the Examiner's Remarks and the cited references have been studied and this application has been reviewed in light of the Examiner's remarks.

The allowance of Applicant's claims 1-36 is noted, with appreciation. The rejection, under 35 U.S.C. 102(e) as being anticipated by Chidlovskii et al, U.S. 6,237,590 ('590) of Applicant's claims 37 and 38 is also noted. Claims 37 and 38 have been amended and in their amended form more positively avoid the reference '590 and other prior art.

Claim 37 (Amended) is an independent method claim. Claim 37 (Amended) avoids the cited reference '590. The reference '590 does not teach creating and modifying a user profile record comprising demographic and psychographic data.

The Chidlovskii '590 reference teaches..."creating and modifying a user profile record by *analyzing document collections put together by the user*". (See Col, 3, lines 16 - 17).

It is respectfully submitted that the cited reference to Chidlovskii, '590 does not teach, show, suggest or anticipate the invention defined in Claim 37 (Amended) and that Claim 37 (Amended)

is patentably distinguishable over Chidlovskii '590 and all other prior art, and is in allowable condition. The allowance of Claim 37 (Amended) is respectfully requested.

Claim 38 is allowable for the same reasons as Claim 37.

Attached hereto is a marked-up version entitled Version with Markings to Show Changes Made by the current amendment.

Applicant requests a two (2) month extension of time. A check for \$200.00 is enclosed. Charge any additional fees to Deposit Account No. 06-0515.

It is respectfully requested that this application be allowed and passed to the Issue Branch.

Respectfully submitted

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**Version with Markings to Show Changes Made**

**IN THE CLAIMS**

Claim 37 has been amended as follows:

37. (Amended) A method for improving search engine efficiency using user feedback, comprising the steps of:

creating and modifying a user profile record comprising of demographic and psychographic data;

recording user searches;

recording user ratings of search results;

identifying relevant elements of said user profile record with respect to said user searches;

calculating relevancy coefficients based on said recorded user ratings and said user profile record;

grouping said search results; and,

recalculating of said relevancy coefficients based on said grouping of said results.

Claim 38 has been amended as follows:

38. (Amended) An apparatus for improving search engine efficiency using user feedback, comprising:

a means for creating and modifying a user profile record comprising of demographic and psychographic data;

a means for recording user searches;

a means for recording user ratings of search results;

a means for identifying relevant elements of said user profile record with respect to said user searches;

a means for calculating relevancy coefficients based on said recorded user ratings and said user profile record;

a means for grouping said search result; and,

a means for recalculating of said relevancy coefficients based on said grouping of said results.